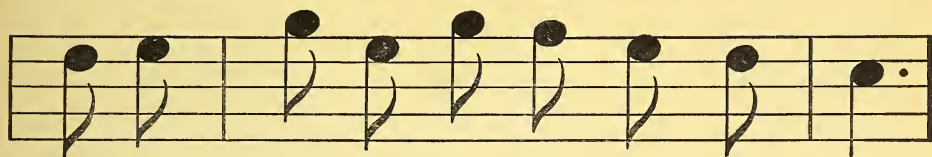


APR 23 1911

decorating notes



to beautify and protect your home

Benjamin Moore  Triangle Club



MARGARET ADAMS spilled the beans; literally and completely, she spilled them on the kitchen floor. "Everything seems to go wrong today. The fire went out, no hot water, Paul cut his finger and now supper is in the middle of the kitchen floor. A fine place for supper! Well, I"

The postman's whistle! "I'd better clean up this mess first," Margaret said, "But then maybe there's something important in the mail. I'd better see."

"Hmm," she mused, "That's for William, that's for William, and that's for William. Ah! here's something for me."

"*decorating notes,*" she read, "*to beautify and protect your home. Benjamin Moore Triangle Club.*"

Slowly the beans coagulated on the kitchen floor, gradually the odor of scorching tomato soup permeated the house, but Margaret, reading on and on, was fascinated by the little bulletin which promised to help her with suggestions for her home.

Her thoughts suddenly returned to the kitchen and to supper as she turned the page

Kitchens are, in a sense, the center about which the family life revolves. Kitchens are the immediate source of food, and hence of energy, health and contentment. The necessity for cleanliness where food is prepared, and of attractive surroundings where women spend so much time, suggests the generous use of paint and color in the kitchen.

In kitchens, paint products with a glossy surface are most desirable. A glossy surface, like an enamel utensil, is hard and smooth. Moisture and grease do not affect it. It wears well. When washing is necessary mild soap powder and water will not injure the lustre or color of a gloss paint.

Moore's Interior Gloss and Utilac Enamel are highly recommended for ceiling, walls and trim in kitchens. Utilac with its many fascinating colors is ideal for furniture or cupboards.

Wood floors or linoleum may be painted or varnished as you choose. Moore's Floor Paint, Utilac Enamel or Moore's Linoleum Varnish are durable and washable.



PHOTOGRAPH ONE

by Mattie Edwards Hewitt

**For Decorating Advice Write To Betty Moore
511 Canal Street, New York, N. Y.**

Kitchens Are Colorful

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Ceilings and walls, in Photograph One, are of Light Gray Interior Gloss. The woodwork including cupboards is Sea Green Interior Gloss. Black Utilac gives a striking note to the hardware.

Much of the charm of the dinette is due to the pale peach color of table and benches. Utilac was used for painting these. The peach color was obtained by mixing one-quarter pint of Orange Utilac with one quart of White. The dainty peach-color net curtains complete a pleasant nook.



Photograph Two, shows ceilings and walls above the tile painted with Light Buff Interior Gloss. The woodwork including cupboards is Light Orange Utilac. Sprays and stencil borders are in Rich Green and Black Utilac.

The simple style of furniture is painted with Light Green Utilac. The table top is shiny Black. Rich Green Utilac is used for the floor, an effective background for the orange and green rag runners. The voile curtains have soft green latticed stripes.



PHOTOGRAPH TWO

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by Mattie Edwards Hewitt

If You Do Not Know Where To Buy Moore's Products
Write To Betty Moore, 511 Canal Street, New York

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PHOTOGRAPH ONE

by Mattie Edwards Hewitt

For Decorating Advice Write To Betty Moore
511 Canal Street, New York, N. Y.

In the bedroom, it is possible to reflect the personality of the occupant by thoughtful decorating. Favorite colors, furnishings and accessories may be used. It is important to select colors for decorating that will assure rest and comfort as well as individuality.

For bedroom ceilings and walls both Muresco and Sani-Flat offer a wide choice of pastel tints. There is nothing superior to Muresco for an economical ceiling and wall finish.

When a washable surface is desired, Sani-Flat, the flat washable oil paint should be specified. Sani-Flat or Utilac Enamel may also be used for woodwork.

Painted furniture for bedrooms is in vogue. Two coats of Utilac is usually sufficient to renovate wood or metal furniture, or to decorate a newly purchased unpainted set.

Bedroom floors may be painted, or if the natural wood finish is to be retained, they should be varnished. Two coats of Moore's Floor Paint or of Movar Varnish will present an attractive, long-wearing floor surface easy to clean.



PHOTOGRAPH THREE

by Mattie Edwards Hewitt

For Decorating Large Surfaces, Your Moore Dealer
Will Be Glad To Recommend A Reliable Painter

In Photograph Three, the greatest charm of this master bedroom with painted furniture, is its color. The walls are painted with Orchid Sani-Flat, a beautiful background for the soft green furniture and woodwork finished with Utilac. The ceiling is finished with Peach Muresco No. 12 which lends a restful glow to the entire room.

Colorful chintz hangings combine color notes of rose, orchid, green and ivory. The boudoir chair is upholstered in bluish-green. Lamp shades and bedspreads are in amber. Colorful decorating suggests a lovely summer garden.



In Photograph Four, Ivory Muresco No. 20 is used for the ceiling. The walls are painted with Sani-Flat, equal parts of Ecru and Pink, a delicate peach tint. The woodwork is Ivory Utilac and the floor, brilliant Black Utilac.

At the windows the glazed chintz shades are a touch of delightful color relieved by the plain cream-color net curtains. The braided rug combines gray, blue and orange tones.



PHOTOGRAPH FOUR

by Mattie Edwards Hewitt

Satisfied Customers Are The Best Recommendation
For Benjamin Moore & Co.'s Products

New Surfaces

All surfaces should be clean and dry before painting. The first or priming coat for new plaster and wall board is important. Sufficient drying time must be allowed after each coat. Sandpaper enamelled and varnished surfaces lightly between coats.

Clean, soft brushes assure better painting results. Brushes can be kept soft by cleaning in kerosene.

All paint products except varnishes should be stirred vigorously before using. Keep products covered when not in use.

NEW PLASTER AND WALL BOARD SURFACES

Flat Finish—Primed with equal parts Impervo Surfer and Sani-Flat. *2nd Coat*—Sani-Flat thinned with one pint of raw linseed oil to the gallon. *3rd Coat* (if necessary)—Sani-Flat.

If Muresco is specified, one coat is sufficient after priming coat.

Gloss Finish—Above directions for priming and second coats. *3rd Coat*—Moore's Interior Gloss or Utilac Enamel.

NEW WOODWORK

Flat Finish, 1st and 2nd Coats—Sani-Flat thinned with one pint of raw linseed oil to the gallon. *3rd Coat*—Sani-Flat.

Gloss Finish—Above directions for first and second coats. *3rd Coat*—Moore's Interior Gloss or Utilac Enamel.

For two coat work Utilac Enamel can be used.

Varnish Finish, 1st Coat—Moore's Oil Wood Stain of desired color. *2nd Coat*—Movar Varnish or Utilac Varnish thinned with one pint of turpentine per gallon. *3rd Coat*—Movar or Utilac Varnish.

If a dull finish is desired, a fourth coat of Moore's Dri-Dul Varnish should be used. For a natural finish omit Moore's Oil Wood Stain.

Kitchen Color Schemes

SOUTH or WEST		NORTH or EAST	
Light Gray Interior Gloss	CEILING	Ivory Interior Gloss	
Light Gray Interior Gloss	WALLS	Buff Tint Interior Gloss	
Blue Tint Interior Gloss	WOODWORK	Sea Green Interior Gloss	
Gray Floor Paint or Blue and Gray Linoleum	FLOOR	Rich Green Utilac or Ivory and Green Linoleum	
Gray Utilac trimmed with Chinese Vermilion Utilac	FURNITURE	Ivory Utilac trimmed with Light Orange Utilac ($\frac{1}{2}$ pint Orange to 1 quart White)★	
Red, Black White Net	ACCESSORIES CURTAINS	Green, Light Orange Ivory Net	



PHOTOGRAPH ONE

by Mollie Edwards Hewitt

For Decorating Advice Write To Betty Moore
511 Canal Street, New York, N. Y.

Directions For Painting

NEW WOOD FLOORS

Varnish Finish, 1st Coat—Moore's Oil Wood Stain of desired color. When dry, Moore's Paste Wood Filler should be applied to fill open-grained woods (Oak or Maple). *2nd Coat*—Movar Varnish thinned with one pint of turpentine per gallon. *3rd and 4th Coats*—Movar as received.

For a wax finish, specify Oil Wood Stain, above directions and a coat of good grade wax.

For a natural finish omit staining.

Enamel Finish, 1st Coat—Moore's Floor Paint thinned with one pint of turpentine per gallon. *2nd Coat*—Moore's Floor Paint.

Two coats of Utilac Enamel may be specified.

NEW WOOD FURNITURE

Enamel Finish—Apply two coats of Utilac Enamel.

Varnish Finish—Apply Moore's Oil Wood Stain of desired color. *2nd and 3rd Coats*—Movar Varnish.

If a dull finish is desired, apply an additional coat of Moore's Dri-Dul Varnish.

Utilac Stain may be used for a Varnish Stain Finish on new wood.

THERE ARE THREE REQUIREMENTS FOR GOOD PAINTING RESULTS

CONSULT YOUR BENJAMIN MOORE DEALER
EMPLOY A RELIABLE PAINTER
USE MOORE PAINT

Bedroom Color Schemes

SOUTH or WEST		NORTH or EAST	
Peach Muresco No. 12	CEILING	Ivory Muresco No. 20	
Peach Sani-Flat ★ ($\frac{1}{2}$ gallon Green to $\frac{1}{2}$ gallon Pink Sani-Flat)	WALL	Cream Sani-Flat	
Ivory Sani-Flat	WOODWORK	Ivory Utilac	
Movar Varnish or Chestnut Floor Paint	FLOOR	Movar Varnish or Brown Utilac	
Light Green Utilac	FURNITURE	Lavender Tint Utilac ($\frac{1}{2}$ pint Lavender to 1 quart White Utilac)★	
Peach, Green, Orchid Light Green Voile	ACCESSORIES CURTAINS	Rose, Black, Green Ivory Organdy	



PHOTOGRAPH THREE

by Mollie Edwards Hewitt

For Decorating Large Surfaces, Your Moore Dealer
Will Be Glad To Recommend A Reliable Painter

Previously Painted Surfaces

Surfaces to be repainted must be washed with soap powder and warm water, and then rinsed thoroughly with clear water. Loose and chipping paint must be removed. Previously enamelled or varnished surfaces should be sandpapered and dusted clean. After cracks have been repaired with plaster, they should receive a coat of Impervo Surfer. Previously calomined surfaces must be washed clean of the old calomine, and should be sized with Impervo Surfer.

PLASTER AND WALL BOARD SURFACES

Flat Finish, 1st Coat—Sani-Flat thinned with one pint of raw linseed oil per gallon. *2nd Coat*—Sani-Flat.

If Muresco is specified only one coat is necessary providing the surface has been sized. *Gloss Finish, 1st Coat*—Sani-Flat thinned with one pint of raw linseed oil per gallon. *2nd Coat*—Moore's Interior Gloss or Utilac Enamel.

WOODWORK

Same directions as for previously painted plaster surfaces.

WOOD FLOORS PREVIOUSLY PAINTED

Varnish Finish, 1st Coat—Movar Varnish thinned with one pint of turpentine per gallon. *2nd Coat*—Movar Varnish.

For best results, old varnish should be removed with Varnish Remover and directions followed as for new wood floors.

Two coats of Utilac Stain may be specified to renovate floors with a Varnish Stain Finish.

Enamel Finish, 1st Coat—Moore's Floor Paint thinned with one pint of turpentine per gallon. *2nd Coat*—Moore's Floor Paint.

Two coats of Utilac Enamel may be specified to renovate painted floors.

WOOD OR METAL FURNITURE

Enamel Finish—Two coats of Utilac Enamel.

Varnish Finish—Two coats of Utilac Stain.

Bath Room Color Schemes

SOUTH or WEST		NORTH or EAST	
Green Tint Utilac ★ ($\frac{1}{2}$ pint Light Green to $\frac{1}{2}$ gallon White)	CEILING WALLS	Ivory Utilac	
Light Green Utilac	WAINSCOTING	Green Tint Utilac ($\frac{1}{2}$ pint Light Green to $\frac{1}{2}$ gallon White)★	
Lavender Utilac	WOODWORK	Ivory Utilac	
Movar Varnish or Black Utilac	FLOOR	Movar Varnish or Rich Green Utilac	
Green, Black Delicate Pink Net	ACCESSORIES CURTAINS	Green, Ivory Light Green Voile	

★The proportions for intermixed tints are given in quantities sufficient for average size rooms. If more or less material is required, increase or decrease the quantity in same proportion.



PHOTOGRAPH FOUR

by Mollie Edwards Hewitt

Satisfied Customers Are The Best Recommendation
For Benjamin Moore & Co.'s Products

Seasonal Painting Hints

In early Spring the Freshness of things that grow is in sharp contrast to surfaces and objects which have felt the burden of Winter's devastating hand. Exterior Surfaces—Houses, Barns, Garages—suffer most, but the allies of Winter—Smoke, Soot, Moisture—leave unmistakable marks on Interior Surfaces—Walls, Floors, Ceilings and Window Sills.

A glance at the hints below may serve as a precaution to practice economy by doing necessary decorating now.

Moore's House Paint is Durable and Economical. It is made with Pure Linseed Oil, (the Life of Paint). Silicate of Iron Paint and Security Barn Paint Protect Investments in Farm and Agricultural Buildings.

Moore's Screen Paint is manufactured in Green and Black. It does not Clog the Mesh, and Protects the Frame as well.

Wagon and Implement Paint withstands Severe Exposure.

Moore's Porch & Deck Paint wears well on Steps and Porches. Impervo Surfer and Fill-Coat are Dependable for Priming New Plaster and Porous Wall Board Surfaces.

Moore's Interior Gloss presents a Durable, Washable Surface for Walls, Ceilings and Woodwork.

Muresco is Ideal for Wall and Ceiling Decoration.

Sani-Flat is manufactured in a variety of Pleasing Pastel Tints. It is Washable and Economical.

Utilac Enamel can be used on Wood, Plaster or Metal.

Moore's Varnishes give Protection and Durability when many higher priced products fail to satisfy.

Benjamin Moore Triangle Club

The Benjamin Moore Triangle Club sends you "decorating notes" to help you in your painting problems. If you have questions which this booklet does not answer, if you desire color cards on any particular product or if you wish to know the name of the nearest Moore Dealer, write to Betty Moore, 511 Canal Street, New York City.

Problems of Beauty and Preservation for exterior surfaces, questions of Color and Harmony for interiors; no problem is too large, none is too small. Each will be given prompt attention.

The Club, thru Betty Moore, its Interior Decorator, has helped many others. May she help you?

Benjamin Moore & Co.

Paints, Varnishes
and Muresco



511 Canal St.
New York City